

A GREATER SENSATION NEVER TOLD BY COLD TYPE FORCED to Quit Business SALE

Our Storeroom Has Been Rented Over Our Head

\$60,000 Stock of New Spic and Span Fall and Winter Clothing, Furnishings, Hats and Caps for Men, Young Men and Boys on the **\$60,000**
ALTAR OF DRASTIC SACRIFICE!

Entire Stock to Go Regardless of Its Intrinsic Worth A MERCHANDISE ERUPTION—LOW PRICES RUN RIOT

TO THE PUBLIC

It is indeed a hard wrench to sever old associations and ties from business in which I have been the chief figure for the past 25 years. But necessity in my case compels it. My store has been rented over my head and as there is no appropriate room available I am reluctantly compelled to quit the clothing business. My stock is now being offered for sale at a big reduction in price.

ASTOUNDING bargains awaiting you. Colossal! Mighty! Stupendous!
(Signed) M. C. RICE.

SELLING COMMENCES

Wednesday, Sept. 27, at 9 a. m.

And continues without stop or cessation until this great outpouring of merchandise has reduced the \$60,000 stock to the bare walls. This sale comes right in the nick of time. Just when Fall and Winter apparel needs are greatest and every dollar saved counts.

Don't Miss This Chance

THE BIG SALE

The greatest prophet of a generation could hardly have foretold such an event. After 25 years of uninterrupted business success Mr. M. C. Rice of The London Store is quitting the clothing business. A huge, new and absolutely superb stock valued at over \$60,000 is to be annihilated, \$30,000 worth of which had been bought for Fall delivery and could not be cancelled. Every article in the store goes to the bargain block, nothing reserved.

Turn into cash regardless of loss, cost or profit.

It's your opportunity to share in this sensational and colossal unloading of high grade apparel. A stupendous event that will rouse every one in Rock Island and vicinity to instant activity. Paramount force lies in the unquestioned excess of value over price now offered in this Great Quitting Business Sale.

Wonderful Values

In small men's and young men's suits, sizes 35, 36 and 37. These suits are of the most significant values, the opportunity for clothes buying of the year divided into two lots.

Lot No. 1.

Values to \$25, Quitting Business Price **\$9.69**

Lot No. 2

Values to \$18.00, Quitting Business Price **\$6.35**

One lot men's blue and black unfinished worsted and thibet double breasted suits, all sizes, values to \$20.00 Quitting Business Price **\$9.89**

New Fall and Winter Suits

Big values for men and young men in L System and Adler Rochester clothes. New fabrics, new colors, new patterns and all included in this Quitting Business Sale.

\$15.00 values, Quitting Business Price **\$9.89**

\$18.00 values, Quitting Business Price **\$12.95**

\$20.00 values, Quitting Business Price **\$14.35**

\$22.50 values, Quitting Business Price **\$17.65**

\$25.00 values, Quitting Business Price **\$19.69**

\$30.00 values, Quitting Business Price **\$24.79**

\$35.00 values, Quitting Business Price **\$27.79**

New Fall Sweaters

In combination and solid colors.

\$5.00 value sweaters, Quitting Business Price **\$3.98**

\$6.00 value sweaters, Quitting Business Price **\$4.97**

\$7.50 value sweaters, Quitting Business Price **\$5.89**

\$8.00 value sweaters, Quitting Business Price **\$6.69**

\$10.00 value sweaters, Quitting Business Price **\$6.95**

\$10.00 value sweaters, Quitting Business Price **\$7.89**

Men's Work Shirts

50c values, Quitting Business Price **39c**

60c values, Quitting Business Price **48c**

75c values men's gray domet flannel shirts, Quitting Business Price **59c**

75c values men's heavy overalls and jackets, Quitting Business Price **59c**

An Overcoat Display That's Worth While Seeing

New materials, colorings and styles. In consequence of this Quitting Business Sale we have marked them at big savings.

\$15.00 Overcoats, Quitting Business Price **\$9.89**

\$18.00 Overcoat, Quitting Business Price **\$12.95**

\$20.00 Overcoats, Quitting Business Price **\$14.35**

\$22.50 Overcoats, Quitting Business Price **\$17.65**

\$25.00 Overcoat, Quitting Business Price **\$19.69**

\$30.00 Overcoats, Quitting Business Price **\$24.79**

\$35.00 Overcoats, Quitting Business Price **\$27.79**

Unequaled Values in Boys' Clothes

Young men's and boys' long pant suits, two big lots and all sizes, worsted chevots, tweeds and cassimeres.

Lot No. 1 has values to \$15.00, Quitting Business Price **\$5.69**

Lot No. 2 has values to \$10.00, Quitting Business Price **\$3.98**

One Lot Boys' Suits

Sizes 6 to 12 years, mostly straight, knee pants.

This lot has values to \$6.50, Quitting Business Price **\$1.69**

One Lot Boys' Knickerbocker Suits

Norfolk and D. B. styles. These suits were slightly soiled through transit but could be cleaned for a nominal sum. sizes 8 to 16 years. Chevots, worsteds and cassimeres, \$6.00, \$7.00 and \$8.00 values, Quitting Business Price **\$2.69**

Boys' Blouses and Shirts

50c values, Quitting Business Price **39c**

\$1.00 values, Quitting Business Price **79c**

Boys' Knickerbockers

\$1.00 values, Quitting Business Price **79c**

\$1.50 values, Quitting Business Price **\$1.19**

\$1.75 values, Quitting Business Price **\$1.39**

One Lot of Juvenile Suits

Sizes 3 to 5 years. The pant alone is worth the price we ask for the suit, values to \$5.00, Quitting Business Price **98c**

Two Lots of Boys' and Young Men's Overcoats

Sizes 33 to 36. Blue, black and oxford velvet, and self collars. They should not last long.

Lot No. 1 has values to \$12.00, Quitting Business Price **\$5.89**

Lot No. 2 has values to \$8.00, Quitting Business Price **\$3.98**

One Lot of Boys' School Overcoats

Fancy weaves, size 8 to 15 years, values to \$7.50, Quitting Business Price **\$3.89**

Boys' Clothes

High grade products. Note the sharp reductions we are making on new up-to-the-minute boys' suits. Good weaves, well tailored, in smart styles, and all wool guaranteed:

\$5.00 values Boys' Suits, Quitting Business Price **\$3.89**

\$7.50 values Boys' Suits, Quitting Business Price **\$4.89**

\$10.00 values Boys' Suits, Quitting Business Price **\$6.79**

\$12.00 values Boys' Suits, Quitting Business Price **\$7.89**

Boys' and Juvenile Overcoats

Children Reefer Coats, sizes 4, 5 and 6 years, values to \$5.00, Quitting Business Price **\$1.39**

Two Lots of Boys' Reefers and Overcoats

Blues, grays and browns.

Lot No. 1 contains values to \$8.00, Quitting Business Price **\$3.39**

Lot No. 2 contains values to \$5.00, Quitting Business Price **\$2.19**

Boys' Underwear

75c value, Quitting Business Price **43c**

\$2.00 values, Quitting Business Price **\$1.45**

\$1.50 values, Quitting Business Price **\$1.19**

Best Hats in the World, Jno. B. Stetson and Borsalino Italian Soft and Stiff Hats

\$3.00 value Hats, Quitting Business Price **\$2.59**

\$3.50 value Stetson Hats, Quitting Business Price **\$2.98**

\$4.00 value Stetson Hats, Quitting Business Price **\$3.39**

\$5.00 value Stetson and Borsalino Hats, Quitting Business Price **\$3.95**

The London Special Hats, \$2.00 values, Quitting Business Price **\$1.48**

One big lot men's soft and stiff hats, values up to \$4.00, your choice in the Quitting Business Sale **98c**

Caps

50c values, 39c; \$1.00 values, 79c; \$1.50 values, \$1.19; \$2.00 values **\$1.48**

Men's Fall Underwear

That set the high mark for values, all go at Quitting Business Prices.

\$1.50 values, Quitting Business Price **\$1.19**

\$2.00 values, Quitting Business Price **\$1.39**

\$2.50 values, Quitting Business Price **\$1.89**

\$3.00 values, Quitting Business Price **\$2.39**

\$3.50 values, Quitting Business Price **\$2.69**

\$4.00 values, Quitting Business Price **\$2.89**

\$1.25 values men's natural wool shirts and drawers, Quitting Business Price **89c**

\$1.75 values men's natural all wool shirts and drawers, Quitting Business Price **\$1.39**

75c values men's medium weight natural shirts and drawers, Quitting Business Price **48c**

\$1.00 values men's union suits, medium weight, Hatch's one button, Quitting Business Price **79c**

50c values men's fleeced lined shirts and drawers, Quitting Business Price **39c**

\$1.00 values men's union suits, Quitting Business Price **79c**

\$1.50 values men's union suits, Quitting Business Price **\$1.19**

Manhattan Fall Shirts

"Quality First"

Highest grade materials; colors absolutely fast; soft and stiff cuff style. Note the reductions at this time of the year:

\$1.75 values, Quitting Business Price **\$1.45**

\$2.25 and \$2.50 values, Quitting Business Price **\$1.95**

\$2.75 and \$3.00 values, Quitting Business Price **\$2.39**

\$5.00 values, Quitting Business Price **\$3.85**

New Fall Shirts

75c values, Quitting Business Price **48c**

\$1.00 values, Quitting Business Price **79c**

One Big Lot of Last Season's Sweaters

Values to \$6.00, all go at the Quitting Business Price **\$2.39**

\$5.50 value heavy rep turtle neck sweaters, Quitting Business Price **\$5.39**

The Above are Only a Few of the Hundreds of Remarkable Bargains

The Lure of the Bargain.

Not the Fake--the Real Money Saving Inspiration

You'll be the Gainer Financially

Smash! Crash! Sell Everything! Spare Nothing

THE LONDON

You Know Us

M. C. Rice, Prop.

Rock Island, Ill.

Nothing Like It Before

Nothing Like It Will Occur Again

Fixtures for Sale